Fuller Academy

IN-HOUSE TRAINING

From CSR to Corporate Social Impact:
Designing Strategic and Measurable Impact

Designed for professionals seeking practical skills to turn CSR into strategic, measurable Corporate Social Impact across operations and initiatives

Lead the shift from CSR to CSI—turn social programs into measurable outcomes that matter to stakeholders and business alike.

This programme helps organisations move from traditional Corporate Social Responsibility (CSR) activities towards a strategic and measurable Corporate Social Impact (CSI) approach. In response to evolving ESG expectations and stakeholder demands, participants will explore how social initiatives can be aligned with business strategy to create meaningful outcomes and long-term value.

Through practical frameworks, tools, and case examples, participants will learn how to assess current CSR practices, design impact-oriented initiatives, measure outcomes effectively, and communicate impact credibly.

Learning Outcomes

- **Understand the evolution** from traditional CSR to Corporate Social Impact (CSI), key ESG expectations, and how they shape more strategic and outcome-driven social initiatives.
- **Assess current CSR practices,** identify strengths, gaps, and risks, and design CSI initiatives aligned with organisational priorities and stakeholder needs.
- **Apply recognised frameworks (SDGs, SROI, GRI)** to measure outcomes, monitor impact performance, and communicate social impact credibly while avoiding impact washing.

What We Will Cover

- **From CSR to Strategic CSI:**

The shift from traditional CSR to outcome-driven CSI, shaped by evolving ESG expectations.

- **Strategy & Programme Alignment:**

Assessing current practices and designing CSI initiatives aligned with business priorities and stakeholder needs.

- **Impact Measurement & Reporting:**

Using SDGs, SROI, and GRI to measure outcomes and communicate impact credibly.

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Certified B Corporation

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Modules

Topics explored in this training include:

Evolution of Corporate Responsibility & Impact

- Understand CSR's shift to impact-driven CSI, ESG's role, stakeholder expectations, and key measurement tools.

Translating CSR into CSI: Gap Analysis

- Assess current CSR, stakeholder impact, governance, and identify gaps using ESG frameworks.

Designing Strategic & Impact-Oriented CSI

- Align CSI with business and ESG priorities, embed in operations, and plan using SDGs, SROI, and GRI.

Measuring, Tracking & Managing Impact

- Select metrics, monitor outcomes vs impact, analyse data, and refine initiatives using reporting frameworks.

Communicating Impact & Ensuring Credibility

- Engage stakeholders, link outcomes to ESG disclosures, combine data with storytelling, and ensure credibility.



Meet your trainer:

Shanthi Periasamy

Principal Consultant

An accomplished leader with over three decades of cross-sectoral experience spanning education, non-profit management, corporate philanthropy, and social impact. Recognised for designing and scaling mission-driven programmes across Asia, Africa, and local communities, with deep expertise in gender equity, education access, community development, and sustainability.

A seasoned strategist and public advocate, she brings a unique blend of operational rigour, values-based leadership, and stakeholder engagement. She is now prepared to lead a global social impact of CSR division, translating corporate purpose into measurable outcomes aligned with global development goals.

Tools and Resources

Participants who attend this course will receive:

- Comprehensive training materials, including full slides and key resources
- A Certificate of Completion from Fuller Academy
- Lunch and refreshments for a comfortable learning experience
- Opportunities for networking with like-minded professionals

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